

23. (New) The sign of claim 22, wherein said housing includes first and second face members spaced apart to define a pocket in which said warning sign can be disposed when concealed by said housing.

24. (New) The sign of claim 23, wherein said first and second face members have surfaces for mounting indicia.

25. (New) The sign of claim 21, further including a signal device capable of providing at least one of an audible signal and a visual signal when the warning sign is visible.

26. (New) The sign of claim 25, wherein said signal device is activated by moving the warning sign to the visible position.

~~27. (New) A hazard warning sign for attachment to a shelf, the sign comprising: a warning sign which can be placed in a revealed state in which it is visible to reveal a warning or alternatively can be placed in a concealed state in which the warning is not readily visible; at least one surface which displays indicia at least in the concealed state of the warning sign; and a shelf mounting bracket which can attach to the shelf to support the warning sign and the one surface.~~

~~28. (New) A hazard warning sign for attachment to a horizontal in-store support, the sign comprising: a housing having a promotional indicia display surface; a warning sign supported by the housing which can be placed in a revealed state in which it is visible to reveal a warning or alternatively can be placed in a concealed state in which the warning is concealed by the housing; and a mounting member attached to the housing for mounting the warning sign to the in-store support.~~

29. (New) A combination advertising and warning sign mountable to horizontal shelving in an aisle of a retail store for displaying promotional indicia and warning of spills and other hazardous conditions in the aisle, the sign comprising:

a housing having an indicia surface for mounting and displaying the promotional indicia;  
a warning sign having a warning indicia and mounted to said housing so that it can be concealed by said housing and alternatively so that at least a portion of said warning arm extends away from said housing into the aisle to reveal said warning indicia so it is visible from a location in the aisle; and

a shelf mounting bracket attached to said housing and mountable to a front edge of the shelving such that said housing extends generally perpendicular to the front edge of the shelving into the aisle so that said promotional indicia surface is visible from a location in the aisle at least when said warning indicia is concealed.

30. (New) The sign of claim 29, wherein said warning sign is pivotally connected to said housing and wherein said warning sign is substantially vertical when concealed by said housing.

31. (New) The sign of claim 30, wherein said housing includes first and second face members spaced apart to define a pocket in which said warning sign can be disposed when concealed by said housing, wherein said first and second face members define surfaces for mounting said promotional indicia.

32. (New) The sign of claim 29, wherein the shelf mounting bracket includes a hinge for pivotally connecting the housing to the shelving.

33. (New) The sign of claim 29, further including a signal device capable of providing at least one of an audible signal and a visual signal when the warning sign is visible.

34. (New) The sign of claim 33, wherein said signal device is operated by the warning sign.